

Holiday Inn Harrisburg/Hershey

Return Mail Processing
P.O. Box 440
Claysburg, PA 16625-0440

August 14, 2015



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ANYTOWN, US 12345-6789



Dear Sample A Sample:

Milestone Hospitality Management, LLC ("Milestone") is the third-party manager of Holiday Inn Harrisburg/Hershey. Milestone is writing to inform you of a recent incident at the Holiday Inn Harrisburg/Hershey ("hotel") that may affect the security of your personal information. We are unaware of any attempted or actual misuse of your personal information, but are providing this notice to ensure that you are aware of the incident, so that you may take steps to protect your information should you feel it is appropriate to do so.

What Happened? On July 22, 2015, Milestone learned that malware had infected the hotel's property management computer system and resulted in a compromise of the security of patron credit card information. While Milestone's investigation is ongoing, it has determined that the malware was present on the system from June 2, 2015 to July 10, 2015, and that this malware affected the security of your name, address, and credit card account number, expiration date, and CVV.

What is Milestone Doing? Milestone takes the security of your personal information very seriously. We immediately launched an investigation into this incident, and third-party forensic investigators are assisting with this investigation. We are taking steps to remediate this issue and enhance the security of our systems. Our investigation is ongoing.

We are providing notice of this incident to you, along with information on how to better protect against identity theft and fraud and instructions on how to enroll and receive access to 12 free months of credit monitoring and identity restoration services with Experian. Instructions on how to enroll and receive these services are included in the attached Privacy Safeguards Information.

What Can You Do? You can enroll to receive the free credit monitoring and identity restoration services we are offering to you. You can review the additional information included in the attached Privacy Safeguards Information on how to better protect against identity theft and fraud. We've established a confidential inquiry line, staffed with professionals trained in identity and credit protection and restoration, and familiar with this incident and the contents of this letter. This confidential inquiry line is available Monday through Friday, 9:00 a.m. to 7:00 p.m. E.S.T. at (877) 216-4074. Please use reference number 2933080715.

We sincerely apologize for any inconvenience or concern this may have caused.

Sincerely,

Lea Ann Kish

Lea Ann Kish
Authorized Member
Milestone Hospitality Management, LLC

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(OVER PLEASE)

B2441-L01

PRIVACY SAFEGUARDS INFORMATION

Activate ProtectMyID Now in Three Easy Steps

1. **ENSURE That You Enroll By: 11/30/2015** (Your code will not work after this date.)
2. Visit the **ProtectMyID Web Site to enroll: www.protectmyid.com/alert**
3. **PROVIDE Your Activation Code: ABCDEFGHI**

If you have questions or need an alternative to enrolling online, please call (877) 297-7780 and provide engagement #: **PC95950**.

Additional details regarding your 12-MONTH ProtectMyID Membership:

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- **Free copy of your Experian credit report**
- **Surveillance Alerts for:**
 - **Daily Bureau Credit Monitoring:** Alerts of key changes & suspicious activity found on your Experian credit report.
- **Identity Theft Resolution & ProtectMyID ExtendCARE:** Toll-free access to US-based customer care and a dedicated Identity Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.
 - It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE™, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.
- **\$1 Million Identity Theft Insurance*:** Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers.

Once your enrollment in ProtectMyID is complete, you should carefully review your credit report for inaccurate or suspicious items. If you have any questions about ProtectMyID, need help understanding something on your credit report or suspect that an item on your credit report may be fraudulent, please contact Experian's customer care team at 877-297-7780.

* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

In addition to enrolling to receive the free credit monitoring and restoration services we are offering to you, we encourage you to remain vigilant for incidents of fraud and identity theft, to review your account statements, and to monitor your credit reports and explanation of benefits forms for suspicious activity. Under U.S. law you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit www.annualcreditreport.com or call, toll-free, 1-877-322-8228. You may also contact the three major credit bureaus directly to request a free copy of your credit report.

At no charge, you can also have these credit bureaus place a “fraud alert” on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Note, however, that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file. Should you wish to place a fraud alert, or should you have any questions regarding your credit report, please contact any one of the agencies listed below.

Equifax
P.O. Box 105069
Atlanta, GA 30348
800-525-6285
www.equifax.com

Experian
P.O. Box 2002
Allen, TX 75013
888-397-3742
www.experian.com

TransUnion
P.O. Box 2000
Chester, PA 19022-2000
800-680-7289
www.transunion.com

You can also further educate yourself regarding identity theft, and the steps you can take to protect yourself, by contacting your state Attorney General or the Federal Trade Commission. The Federal Trade Commission also encourages those who discover that their information has been misused to file a complaint with them. The Federal Trade Commission can be reached at: 600 Pennsylvania Avenue, NW, Washington, DC 20580, www.ftc.gov/idtheft, 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261. Instances of known or suspected identity theft should be reported to law enforcement, your Attorney General, and the FTC. You can also further educate yourself about placing a fraud alert or security freeze on your credit file by contacting the FTC or your state’s Attorney General. For North Carolina residents, the Attorney General can be contacted at 9001 Mail Service Center, Raleigh, NC 27699-9001, (919) 716-6400, www.ncdoj.gov. For Maryland residents, the Attorney General can be contacted at 200 St. Paul Place, 16th Floor, Baltimore, MD 21202, (888) 743-0023, www.oag.state.md.us. For Iowa residents, the Attorney General can be contacted at 1305 E. Walnut Street, Des Moines, IA 50319, (515) 281-5164, www.iowaattorneygeneral.gov.

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